




Web Advisory Committee 2.0



Presentation to the NOAA Education
Council
3/16/2016



Purpose

- Education.noaa.gov is managed by the Office of Education, but represents education efforts across NOAA.
- Redesigning the education website created an opportunity to refresh the content on the site. It has also prompted questions that we want Council feedback on, but we do not want to engage the entire Council.
- Therefore, we are proposing re-engaging a Web Advisory Committee that represents education across NOAA, but is more nimble than the entire Council.
- **We want feedback from the Education Council on the proposed plan for a Web Advisory Committee**

Past Web Advisory Committee

- In 2010, Steve Stork chaired a Web Advisory Committee
 - [Charter](#)
 - [Council Presentation](#)
 - [Web Guidance White Paper](#)
 - [Nominees](#)
- We reviewed these documents and adapted the previous charter to fit the needs of the current website.

Purpose & responsibilities

The purpose of the NOAA Education Website Advisory Committee is to provide guidance on the NOAA education website, www.education.noaa.gov.

- Provide advice to improve the quality, usability, and accessibility of NOAA education resources
- Serve as a sounding board for issues and questions about site content
- Monitor effectiveness and identify strategies to improve the site
- Help education.noaa.gov continue to represent the NOAA education community

We are seeking about 5 members.

Role of Committee Members

- Review the status of the website quarterly
- Think creatively about how to improve the site and connect with new opportunities
- Participate in discussions and offer opinions regarding the website that reflect programmatic and broader community viewpoints
- Ensure the website outputs meet the needs of users
- Update the Ed Council (quarterly? semi-annually?)

Role of Office of Education

- Chair the Advisory Committee
- Facilitate meetings
- Maintain the site
- Coordinate subject matter review by experts
- Establish draft policies in coordination with the Web Advisory Committee, as needed, for Council approval
- Make editorial decisions about publishing pages, developing and adhering to style guides, grammar, etc.

What does it take to be a member?

- Do not need to be Council members
- Strong interest in and understanding of educational web content
- Broad knowledge of NOAA's online resources
- Interest in and realistic expectations of website management
- Ability to represent the interests of one or more stakeholder group within the NOAA Education Community
- Availability to participate in quarterly Advisory Committee meetings

Input from users

To make sure we're meeting the needs of our stakeholders, we might look for opportunities to get informal feedback from:

- Formal educators
 - Einstein Fellows, Teacher at Sea Alumni, Climate Stewards Educators
- Informal educators
- Others?

Process

- Council members submit nominations starting in March
- Office of Education reviews nominations and presents recommendations to CoCom
- CoCom reviews and finalizes nominations
- Education Council votes on nominations, approves a final list at April Council Meeting
- First meeting in April